

Rock Band™ In-Game Music Partners to Showcase Award-Winning Videogame at NAMM Show

Award-Winning Rock Videogame Features Numerous Music Industry Partners; NAMM Attendees Invited to On-Site Demos

New York – January 17, 2008 – Harmonix, the leading worldwide developer of music-based games, and **MTV Games**, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), announced today that a number of its in-game Music Instrument partners featured in the award winning music videogame **Rock Band™** are inviting NAMM show attendees to experience the game hands-on at their show booths.

Rock Band features a number of in-game partners from the music industry. As players progress through the "Solo World Tour" and "Band World Tour" modes, they will have the opportunity to secure lucrative sponsorships from these prestigious manufacturers. By mastering challenging playlists, players will unlock custom apparel, branded instruments, and unique bonuses. In game partners include BOSS, Electro Harmonix, Ernie Ball, Fender, Gretsch, Guitar Center, Jackson, Line 6, Ludwig, Roland, Vater Percussion, Vic Firth and Zildjian.

Rock Band demo stations will be located at the NAMM Show in the following locations:

- **Ludwig Conn-Selmer Co. (Booth 4224, Hall C)** – Manufacturer of the industry's most recognizable and successful drums, Ludwig drums are featured as the exclusive in-game drum brand of Rock Band.
- **Roland-Boss Corporation U.S. (Booth 2664, Hall D)** - Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. BOSS is the division of Roland Corporation most easily recognized for its legendary line of colorful guitar and bass effects pedals.
- **Vater Percussion (Booth 3076, Hall D)** - One of the world's oldest drum stick manufacturers, Vater also produces a variety of mallets, brushes, specialty sticks and other accessories.

(Editor's Note: If you are a journalist attending NAMM and would like a Rock Band demo please contact press@harmonixmusic.com)

Rock Band is an all-new platform for music fans and gamers to interact with music like never before. The game challenges players to put together a band and tour for fame and fortune – all while learning to master lead/bass guitar, drums and vocals. Featuring the most master recordings of any music game ever by the world's biggest rock artists, **Rock Band** includes 58 tracks and spans every genre of rock ranging from alternative and classic rock to heavy metal and punk.

Rock Band is rated "T" for Teen (lyrics, mild suggestive themes) by the ESRB.

Rock Band is currently available on the Xbox 360™ video game and entertainment system from Microsoft®, the PLAYSTATION®3 computer entertainment system, and on the PLAYSTATION®2 computer entertainment system.

For more information on **Rock Band** and Harmonix Music Systems, please visit www.rockband.com and www.harmonixmusic.com.

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About MTV Networks:

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 135 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

About MTV Games:

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complements the core values of the MTV Networks brands.

About Harmonix Music Systems, Inc:

Harmonix Music Systems, Inc., based in Cambridge, MA, and established in 1995, is the leading developer of groundbreaking music-oriented videogames. Harmonix was founded by Alex Rigopulos and Eran Egozy, who formed the company to invent new ways for non-musicians to experience the unique joy that comes from making music and have pioneered music and rhythm gaming in the US. For more information please visit: <http://www.harmonixmusic.com>

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